



Ministry of Northern
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Friday, February 29, 2008

News Release

Ministry of Northern Development and Mines

February 07, 2007 - 035

Sudbury Focused On Attracting Film And Television Industry Investment

McGuinty Government On The Side Of Northerners

SUDBURY – The Ontario government is supporting the City of Greater Sudbury's efforts to pursue international investment from the film and television industry, Northern Development and Mines Minister Rick Bartolucci announced today.

"We are delighted to have been part of a familiarization tour last fall that welcomed industry experts to promote Sudbury as an ideal destination to do business," said Bartolucci. "The partnerships we are making are important to helping this industry to grow and prosper in the North, and demonstrate that Sudbury is a viable venue for film, television and music production."

The Greater Sudbury Development Corporation, in partnership with Music and Film in Motion and the Nickel Basin Federal Development Corporation, received \$5,000 through the provincial GO North Investor Program's Northern Communities Readiness Program to support the familiarization tour. Officials from the Greater Sudbury Development Corporation, Music and Film in Motion and the Nickel Basin Federal Development Corporation met with industry experts to promote the region's capacity to accommodate new film and television investment.

The Northern Communities Investment Readiness Program gives eligible communities, economic development corporations, and First Nations up to \$5,000 per application for the development of essential and strategic community tools to help increase investment readiness and attract investors. Communities can also partner together on projects and subsequently receive up to \$5,000 for each eligible applicant. A key component of the GO North Investor Program, this initiative promotes a strong investment attraction climate in Northern Ontario. The program is administered by the Ministry of Northern Development and Mines with assistance from the Northwestern Ontario Municipal Association and the Federation of Northern Ontario Municipalities.

"We are pleased we are able to offer our continued support for the film and television industry through the various programs provided by the Ontario government," said Bartolucci. "By networking with industry experts we generate new film and television project possibilities and raise awareness of Sudbury as an exciting investment destination."

Other McGuinty government initiatives that are supporting northern communities include:

- a \$150,000 investment from the Northern Ontario Heritage Fund to develop a northern film industry strategy
- Improving northern highways by investing more than \$1.8 billion over five years in highway expansions and improvements through the Northern Ontario Highways Strategy
- Contributing \$60 million annually to the Northern Ontario Heritage Fund to support community and economic development.

GO North and the Northern Communities Investment Readiness initiatives are part of the Northern Prosperity Plan. The plan is founded on four key pillars including: Strengthening the North and its Communities; Listening to and Serving Northerners Better; Competing Globally; and Providing Opportunities for All.

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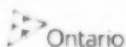
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